

Persistent Newspaper Advertising Brings Prosperous Results

KIRK SMITH
Editor—Publisher
KATHERINE SMITH
Social Editor—Treas.

THE BEACH NEWS

Subscription
\$1.00 a Year

ADVERTISING
PAYS

Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma

SUBSCRIBE
NOW!

VOL. 2—NO. 49

4829 Saratoga Ave. Ocean Beach, California

Friday, October 24, 1924

PHONE POINT LOMA 17

FIVE CENTS THE COPY

The Harmon Community Gift

PLAYGROUND PROPOSITION
ENTHUSIASTICALLY ENDORSED
BY O. B. CHAMBER

At a special meeting of the Ocean Beach Chamber of Commerce held last Tuesday night for consideration of the Harmon gift toward securing a permanent playground for the children of the community, some quarter of a hundred members enthusiastically endorsed the proposition. Edgar F. Hastings, of the Board of Education, was present upon special invitation to explain the plans proposed by the Harmon Foundation as outlined in a communication from Tam Deering, secretary of the Community Service of San Diego. Mr. Hastings is a fearless and loyal booster for everything pertaining to the progress of Point Loma and the beach districts and his interesting and instructive talk was given close and appreciative attention.

Following a general discussion of the playground subject it was unanimously agreed to hold a community mass meeting in the Congregational building on MONDAY NIGHT, NOVEMBER 3, when the ways and means of raising the required sum for obtaining the Harmon gift will be presented to the people of the community. It was proposed that a district bond issue for \$4000 be placed on the ballot at the election next spring, instead of the unsatisfactory method of soliciting individual subscriptions. For the purpose of furthering the playground proposition and gathering full details in the matter, President Agan appointed a special committee, consisting of Kirk Smith (chairman), W. J. Dermody, W. E. Benbough, E. K. Burdette, F. B. McElwee and Mr. Dumont. The committee met immediately after the chamber session and it was arranged to invite the members of the various churches and local societies and organizations to take an especially active part in promoting the playground campaign.

THE NEWPORT SHOPPE
Hanes' men's and boys' Elastic
Knit UNION SUITS, all sizes.

Ocean Theatre

DON'T MISS THESE

STAR ATTRACTIONS BOOKED

BY MANAGER ERICSSON

Zane Grey's best story, "The Wanderer of the Wasteland," will be pictured in natural colors as a special feature at the Ocean Theatre next Wednesday and Thursday, when some wonderful effects in film photography will be produced by master artists. For Sunday, night Manager Ericsson has secured "The Clean Up" with an all-star cast, and there will be another of the great "Telephone Girl" series and added comedy for full measure. "The Eternal Struggle," starring Barbara La Marr and Early Williams, comes as a big special for tomorrow (Saturday) night. Don't miss 'em!

GREAT DOLL CONTEST

AT O. B. DANCE PAVILION

NEXT SUNDAY

Gold money prizes await the contestants in a widely heralded doll contest to be held next Sunday at the Ocean Beach Dance Pavilion. Manager Benbough states that awards will be made for the best dressed doll and also for the most comical appearing doll. Special arrangements have been made for giving the young folks a happy good time, with appropriate music by Budd's jazz orchestra.

That income tax returns are considered sacred by the government, the rights of privacy regarding their business transactions being guaranteed taxpayers filing personal returns, has been announced in a ruling received from Washington by Rex B. Goodcell, collector of internal revenue.

DON'T PUT THINGS OFF
PUT 'EM OVER!
AND ADVERTISE

LIFE GUARD WANTED
FOR THE WINTER SEASON
AT OCEAN BEACH

Besides preparing for a playground campaign proposed at the special meeting early this week, the Ocean Beach Chamber of Commerce unanimously agreed that Chief of Police Patrick be specially requested to place a life guard at Ocean Beach for the winter months, the officer appointed to do duty on the ocean shore during the afternoon and act as patrolman in the early evening. The appointment of the present life guard expires on November 1st.

Kodak Finishing FROIDE'S op. P.O.
SHERWIN-WILLIAMS PAINTS—
San Diego prices—O. B. Feed, Fuel
and Express, 1926 Bacon St. Phone
Pt. Loma 20-W.

HENRY EULBERG
RECEIVES OFFICIAL NUMBER
FOR TESTING STATION

There's no need of your running chances of being arrested for having defective headlights on your car. The Ocean Beach Garage on Newport avenue, has been officially designated as Number 1308, Headlight Testing Station, and the efficient proprietor, Henry Eulberg, has made every arrangement for giving prompt legal service. Have your auto headlights adjusted properly and the sooner the better, as the inspectors will nab you on the road if you fail to comply with the state law which is to be rigidly enforced.

Picture Frames, Froide's, opp. P.O.

BASEBALL

O. B. TEAM LOSES
FOR FIRST TIME WITH
ESCONDIDO CLUB

Owing to the unexpected loss of some star players, reassigned to the marine team, the Ocean Beach baseball club went down to its first defeat of the winter season last Sunday at Escondido. The final score stood 7 to 3, with the visitors coming out at the little end of the horn. However, the newly re-organized beach team will devote their time to some good practice work while the local diamond is being put into proper condition. A petition to the council early this week to prohibit Sunday baseball at the beach was "pigeon holed," some of the councilmen stating that they could see no logical reason for the prohibition, inasmuch as Sunday games were played at several places in the city.

OUR "SNOW" ROOF
IS THE FINE HANDIWORK
OF M. A. LE CLAIR

Visitors at "The Beach News" office during the past fortnight and neighborhood folks have commented most favorably upon the fine appearance of the roof of our home at 4829 Saratoga avenue. It is snowy white and glistens in the autumn sunshine, while on moonlight nights the effect is decidedly entrancing. We 'fess up that it's greatly to our liking, and the best part of it is, that it's guaranteed weather proof for five years. And it's all due to that very able and efficient fellow, M. A. Le Clair, widely and favorably known as the "Guarantee Roofer" and sole manufacturer of "Everlastic Roof Preserver." His place of business is at 933 Sixteenth street, San Diego, and he can be reached by phone after 5 p. m. by calling 659-54.

OCEAN BEACH HEADS
SCOUT TRAINING TROOPS

It is announced that the training troops of the Boy Scouts range in size from one patrol to four patrols, and at present Ocean Beach school has the largest troop with a total of thirty-eight scouts.

Grading And Paving Plans

STREET IMPROVEMENT
PROGRESSING IN PARTS
OF OCEAN BEACH

The city council this week ordered the establishment of the grade of Voltaire street in preparation for completion of paving.

Graders are busy on Saratoga avenue, grading the hillside from the Crest to De Foe street, and a similar operation is to be repeated on the other avenues leading over the ridge.

Water mains are being laid on Santa Monica avenue, preparatory to the grading and paving of that thoroughfare from De Foe street to the hill limits.

It will do your EYES good to see
CASTIEN, Rooms 16-17, Sefton
Bldg., Fifth and C. Phone 644-27.

"LOMA LORE"

By WINIFRED DAVIDSON
Point Loma, California

Book rights reserved.

(Continued from last week)

POINT LOMA IN "PHOENIXIANA"

"Having taking leave of all on board the dear old Northern and shaken hands twice all round, during which process the mate sang out 'Bare a hand there,' and I mechanically took off my glove, McArthur and I were transported to the shore where while waiting for a wagon to take us to the old town of San Diego we stopped at the little public house of the Playa, kept by a civil fellow named Donahoo, whom the Spaniards here judging from his name (Don't know who.) believe to be the son of old Quien Sabe himself. What befell us there and thereafter I will shortly inform you."

This gives an idea of the style of "Phoenix," who according to letters written by his wife to the late John Vance Cheney, had at the age of seven "exhausted the English language," and whose quips and sallies on the campus at West Point were of such flavor and sparkling originality that they were caught up and passed back and forth interminably. What he wrote of the bay and La Playa has already been quoted here; and then after a ludicrous description of the noble "adoban" or "Greaser" architecture of Old Town, he goes on to speak of himself, in this fashion:

"Here I saw Lieutenant Derby of the Topographical engineers, an elderly gentleman of emaciated appearance and serious cast of features. Constant study and unremitting attention to his laborious duties have reduced him almost to a skeleton, but there are not wanting those who say that an unrequited attachment in his earlier days is the cause of his careworn appearance. He was sent from Washington some months since to dam the San Diego river and he informed me with a deep sigh and a mournful smile that he had done it (mentally) several times since his arrival."

In "San Diego Yesterdays" there is an account of Captain Derby's humorous writings including a short biographical sketch, written by our City librarian, Althea Warren. This is entitled "The Greatest Name of Old Town." It is good reading; and it contains a large proportion of the fun which "Phoenix" created not only hereabouts, but throughout the country generally.

Lieutenant Derby—he was later raised, for faithful and efficient work in his department, to the rank of Captain—came here on business; but in his leisure hours he perpetrated one of the funniest jokes ever carried out in the West; and the middle of last century was a time of large humor, as we know. The story is well known, but it will bear repeating once more: how Judson Ames, editor of the San Diego Herald, leaving for a trip to San Francisco, placed Derby

'Forget-Me-Not' Order Of Day

DISABLED VETERANS
PREPARING CAMPAIGN PLANS
FOR NOVEMBER 8TH

Arrangements for the observance of national Forget-Me-Not day in San Diego on Saturday, November 8, are being completed by committees of Disabled American Veterans.

A group of prominent men and women is assisting in preparations for Forget-Me-Not day, this citizens' committee aiding the wounded disabled veterans in the important work of conferring with various civic, fraternal, welfare and patriotic organizations of the city, and obtaining their support.

THE NEWPORT SHOPPE
Hallowe'en novelties and decorations—get them now while the variety is complete.

OCEAN BEACH NEEDS

More Paving.
More Street Lights.
More Civic Improvements.

LA FOLLETTE LEGISLATION
TO BE EXPLAINED BY
NOTED AUSTRALIAN

Hon. R. D. Meagher, ex-lord mayor of Sydney, Australia, will speak at Germania hall, Ninth and G streets, San Diego, at 2:30 o'clock next Sunday afternoon, telling how La Follette legislation has been used with unprecedented success in Australia for the last forty years. The public is invited.

CAMPAIGN LITERATURE

Designed to reach every voter in every precinct in San Diego, some 35,000 personal letters will be mailed from La Follette-Wheeler headquarters during this and next week, it being planned to mail 25,000 this week and the remainder several days prior to the election.

PLAY CENTERS

GREATLY BENEFITED BY
MUSICAL INSTRUCTIONS

Violin and piano lessons are not usually associated in people's minds with playgrounds, but they were an important and far reaching part of the work in the play centers the past summer. The musical instruction was made possible through the cooperation of the Board of Education and Community Service. The effect on the character of the children was surprising and gratifying.

There were five groups taking the violin class lessons, as follows: Roosevelt Junior High, Memorial Junior High, Stockton, Florence, and Grant Schools.

Kodak Films, FROIDE'S, opp. P.O.

O. B. LIBRARY

MARGARET RANKIN, Librarian

The O. B. Branch Library is featuring "Poetry" this week in the window exhibit. Emerson says, "All men are poets at heart." The following poets are represented:

American — Bryant, collection; Field, collection; Holmes, collection; Harte, collection; Amy Lowell, "Dome of Many Coloured Glass;" Guest, Edgar, "Just Folks;" New Poetry—an Anthology 1923, Monroe; Gue, Belle Wiley, Interludes. English—Brooks, Rupert, collection; Browning, Robert and Elizabeth; Burns, collection; Scott, collection; Tennyson, collection; Victorian anthology; "Poems of the Great War," Cunliffe.

BUILDING ACTIVITY IN

BEACH DISTRICTS

Reportorial Courtesy of
W. H. RABSAHL, Manager
Ocean Beach Lumber Company

BUILDING PERMITS

Charles Singer, 1734 Hornblend, P. B., cottage and garage, \$1500.
R. Presley, alterations to cottage, 1545 Ocean Front, \$300.
Chas. F. May, frame cottage, 5011 West Point Loma boulevard, \$1000.
C. N. Tubbs, 2037 Bacon, frame house, \$1100.
W. B. Lockwood, addition, 4806 Long Branch, \$350.
I. Christon, garage, 4461 Brighton, \$200.
G. W. Doss, garage, 4657 Morrell, P. B., \$50.
Betty B. Miller, per Joseph C. Kelley, frame cottage and garage, 4606 West Point Loma boulevard, \$3000.
E. S. Litchfield, Bayside Lane, M. B., garage, \$500.
A. Foss, frame cottage and garage, 4530 Saratoga, \$1800.

THREE SUPER-WARSHIPS

Three of the most powerful super-dreadnaughts of the U. S. navy, the Nevada, Pennsylvania and Oklahoma, constituting what is known as battleship division three, and under command of Rear Admiral L. M. Nulton, are at anchor just outside San Diego harbor for the purpose of engaging in battle torpedo practice.

O, Yes, We Have Some Bananas

AT OCEAN BEACH
"WHERE EVERYTHING GROWS
AND EVERYBODY GOES"

John "Adam" Lupton, of the Ocean Beach Lumber company, while taking the air the other day happened by a beautiful garden at 4604 Pescadero avenue, when, lo, and behold, he spied a fine tropical tree, bearing bunches of bananas, some of 'em a bright green and a few of 'em of a pretty yellowy hue. He asked permission of the tenant of the premises, Mr. E. A. Bouchier, and then proceeded to pluck a pair of nice, fat, bananas as good and juicy as can be found on either hemisphere of this good old work-a-day world.

Stationery Supplies, Froide's, opp. P.O.

O. B. Public School News

The Junior Red Cross membership drive netted \$13.85, and also 69 glasses of jam and jelly.

The school is to have a lantern to be used in showing slides which will aid in the study of different projects. Miss Georgia's room is being equipped by the eighth grade boys in manual training with dark shades for the windows. This room will also be used by other grades.

We had hoped to have a moving picture projector; but we do not have sufficient room for the necessary equipment.

The fifth grade has two new pupils, Rita Lockhart, from the Stockton school, and Betty Wallace from Arizona. Lois Gottesburen has returned from the isolation hospital.

The fifth grade civic league is having a safety campaign. They have posted several safety posters in the hall. Come and see them.

Three boys of the fifth grade, Merton Crawford, Harry Baker and Jack Mallin, won the button given by the Elks club to boys of high standing in scholarship and citizenship.

GRECIAN STUDIES

The VI B Grade is studying the history of Greece. We are making things of wax and soap to make it more interesting. Some of the things we are making are Greek furniture and temples. We are also making chariots, fountains and statues. Each member of the class is making a book of Greek history containing pictures and stories of the life of the Greeks. If you would like to see these books come to our school Education week, beginning November 17, 1924.

THE BEAUTY SHOP

Phone Point Loma 63-W

TURNER B. KLINE

QUOTES SPECIAL PRICES

ON CORD TIRES

Can you beat the low prices on cord tires listed by Turner B. Kline in his Sunset Garage display ad on another page? The "Utility" brand is especially quoted and several popular sizes are given with marked down prices. The popular proprietor of the garage on Bacon street also has a wonderful bargain to offer in the Mohawk cord tire line for auto owners. Service that satisfies is assured at all times.

CHANGE IN HOURS

FOR BAND CONCERTS AT

NAVAL STATION

Capt. D. F. Sellers, commandant at the Naval Training Station, announces that the two concerts given every Tuesday and Friday evenings at 7:30 in the bandstand at the station, have been discontinued, and in their place a concert will be given every Wednesday beginning at 3:30 in the afternoon.

Picture Frames, FROIDE'S, opp. P. O.

(Continued next week)

The BROWN MOUSE

By HERBERT QUICK

(Copyright by The Bobbe-Merrill Company)

(Continued from last week)

And even the schoolhouse, when one thinks of the uses to which it was to be put—kitchen, nursery, kindergarten, banquet hall, theater, moving picture hall, classrooms, manual training rooms, laboratory and counting room and what not, was wonderfully small—Colonel Woodruff said far too small—though it was necessarily so large as to be rather astonishing to the unexpected passer-by.

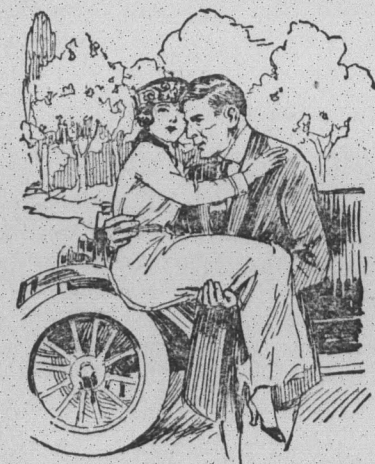
The unexpected passer-by this May day, however, would have been especially struck by the number of motor cars, buggies and surreys parked in the yard back of the creamery, along the roadside, and by the driveway running to the schoolhouse. People in numbers had arrived by five o'clock in the afternoon, and were still coming. They strolled about the place, examining the buildings and grounds, and talking with the blacksmith and the butter-maker.

Gradually they drew into the schoolhouse like a swarm of bees into a hive selected by the queen. None of them, however, went across the concrete bridge to the schoolmanse, save Mrs. Simms, who crossed, consulted with Mrs. Irwin about the shrubbery and flowers, and went back to Buddie and Jennie, who were good children but natchally couldn't be trusted with so many other young ones without some watchin'.

"They're coming! They're coming!" This was the cry borne to the people in and about the schoolhouse by that Hans Hansen who would be called Hans Nilsen. Hans had been to the top of the little hill and had a look toward town.

Like a crew manning a rigging, or a crowd having its picture taken, the assemblage crystallized into forms determined by the chances of getting a glimpse of the bungalow across the ravine—on posts, fences, trees and hillocks.

A motor car came over the hillock, ran down the road to the driveway to the schoolmanse and drew up at the door. Out of it stepped Mrs. Woodruff and the colonel, their daughter, the county superintendent of schools, and Mr. Jim Irwin. Jennie was dressed in a very well-tailored traveling costume, and Jim in a moderately well-tailored business suit. The fact that when they reached the threshold Jim picked



Jim Picked Jennie Up and Carried Her in His Arms.

Jennie up in his arms and carried her in, will enable any good detective to put one and one together and make a pair—which comes pretty near telling the whole story.

By this time it was nearly seven, and Calista Simms came across the charmed bridge as a dispatch-bearer, saying that if Mr. Jim and Miss Jennie didn't mind, dinner would be served right soon. It was cooked about right, and the folks was gettin' right hungry—an' such a crowd! There were fifteen in the babies' room, and for a while they thought the youngest Hamm young one had swallowed a marble. She would tell 'em they would be right over; good-by.

There was another cheer as the three elderly and the two younger people emerged from the schoolmanse and took their way over the bridge to the school side of the velvet-bottomed moat, but it was shut off like the vibration of a bell dipped in water by the sudden rush of the shouters into the big assembly room, now filled with tables for the banquet. And here the domestic economy classes, with their mothers, sisters, female cousins and aunts, met them, as waiters, hat snatchers, hostesses, floor managers and cooks, scoring the greatest triumph of history in the Woodruff district. For everything went off like clockwork, especially the victuals—and such victuals!

(Continued next week)

Please mention The Beach News in your dealings with the patrons of our advertising columns.

M. A. Le Clair

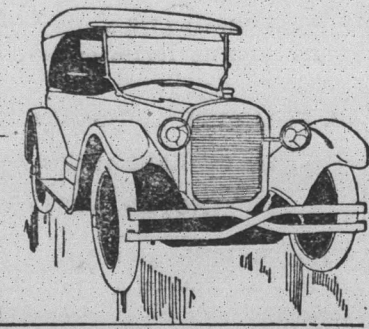
The Guarantee Roofer

Sole Manufacturer of

"EVERLASTIC ROOF PRESERVER"

I repair and recoat your shingle, tin, composition or tar ROOFS, and Guarantee to take care of them for five years. In San Diego since 1907. Insured against accident. No jobs too large. Most complete ROOFING outfit in the city. LeClair, "the Guarantee Roofer."

Phone 659-54. after 5 p. m. 933-935 Sixteenth St., San Diego.



Kierstead's Service Station

P. A. KIERSTEAD, Propr.

Voltaire and Cable Streets Ocean Beach

BATTERIES RE-CHARGED

All Varieties of

OILS AND GREASE

Special "Boyce-It" Service

RUBBER GOODS SEASON

NOW ON!

Have your physician phone in your prescription; we will fill it for you and deliver it.

Prescriptions compounded by a registered pharmacist.

OCEAN BEACH PHARMACY

F. H. KRAFT, Prop.

Corner Bacon and Newport Ave.

We are as close to you as your phone—Call Point Loma 70-J



Attractive HOME Building

Plans furnished and made to correspond with your own individual ideas—incorporating all those little things that make the place called HOME.

Co-operation and willingness to serve the owner, is my motto. Satisfied Home-Owners are the best reference a Builder can offer. If you want your HOME built right and according to your own ideas, phone

JOSEPH C. KELLEY, Contractor and Builder

Phone 661-44

2341 Brant St., San Diego, Calif.

Phone, Point Loma 112-J.

BUNGALOW GROCERY

E. H. WICKERN, Prop'r.

Cor. DeFoe and Niagara Ave.

COLD WEATHER CALLS

FOR HOT DISHES

Chili Con Carne, Chili Sauce, Pork and Beans, Tamales

SPECIAL—Rider's and Morgan's Kraut, 10 cents a can.



OCEAN BEACH PLUMBING COMPANY

Chas. H. Peltcher, Prop.
5063 NIAGARA AVENUE
Phone: Point Loma 152

Repair Work, Contracting,
Estimates
Plumbers' Supplies and Heaters.

Authorized FORD and CHEVROLET Service



Ocean Beach Garage

HENRY EULBERG, Proprietor

4868 Newport Avenue
Two Blocks East of Dance Pavilion
PHONE POINT LOMA 77-W

Official Number 1308
HEADLIGHT TESTING
STATION

Have Your Auto Lights Properly
Adjusted by Experts in Conform-
ity With State Law.

Complete Line of
REPLACEMENT PARTS, TIRES
AUTO ACCESSORIES

AUTOMOBILE REPAIRING

BEST EQUIPPED FOR SERVICE

DAILY TRIPS TO SAN DIEGO AND POINT LOMA

REID TRANSFER

1885 Bacon Street. FREIGHT JOBBOING Ocean Beach

BAGGAGE MOVING

Residence Phone Point Loma 125-J STORAGE Office Phone Point Loma 136

FEED, FUEL and HARDWARE

Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



Majors--Bower

NUPTIAL FESTIVAL

FOLLOWS WEDDING CEREMONY OF YOUTHFUL COUPLE

Gowned in a most becoming traveling costume, Miss Mae Victoria Bower was united in the holy bonds of matrimony to Robert A. Majors last Wednesday afternoon at 2:30 o'clock by Judge Lacy D. Jennings, in the San Diego township justice court. Graciously given away by her mother Mrs. Nellie Taylor, of San Diego, the bride, a most prepossessing young lady of seventeen years, was a former resident of Vancouver, B. C., while the groom, six years her senior, came here from Providence, R. I., and is employed with the Spreckels "Savage" Tire Company. Ben Todd acted as best man for the groom, and following the legal union of the happy pair, a nuptial festival was held at the Todd residence, 4774 Brighton avenue, Ocean Beach, where Mrs. Todd served a very delightful wedding dinner.

Snowy white streamers were strung from the ceiling of the dining room to each plate on a most sumptuously laden table, of which the decorations were in a delicate pink and white. An elaborate wedding cake was especially baked by Mr. Nachbar and every guest carried away a memento, of course. The bridal gifts were beautiful and numerous. Those present besides the Todd family at the reception and dinner were: Mrs. Nellie Taylor, Miss Annie Bower, Miss Dot Taylor, all of San Diego; Miss Kittie Kerkes, recently of Tacoma and now residing in San Diego; Henry C. Myers, H. J. Nachbar and Mrs. Kirk Smith (Katherine). The newly weds are spending their honeymoon on a motor trip up north and on their return will reside at 5012 1/2 Narragansett avenue, Ocean Beach.

THE BEAUTY SHOP

Phone Point Loma 63-W

HAPPY CELEBRATION

MARKS TENTH BIRTHDAY

OF CLARA PENNEY

Miss Clara Penney, daughter of Mr. and Mrs. Penney of 4953 Saratoga avenue, celebrated her tenth birthday last Monday, October 20, by inviting several of her little friends to a party given at her home. Games were played, and a jolly good time was had by all. The little lady received numerous lovely gifts. Those who were present included Buddy Faber, Junior and Betty Howe, Barbara, Jerome and Madeline Burdette, Dorothy Lightner, Olga Webster, Fred Miers, Anna Jane and Celia Martin. Unique and colorful Halloween decorations adorned the Penney home for the gay occasion.

Birthday Cards, FROIDE'S, opp. P. O.

LOCAL ORCHESTRA

ENTERTAINS BY RADIO

The Marion MacLeod Ocean Beach orchestra entertained from station KDPT last Wednesday evening. The instrumental music was furnished by Marion MacLeod, director and violinist; Clifford Harrison, saxophone; Ruth Humphrey, pianist, and Elmer Henning, drums.

SPECIAL MEETING P. T. A.

The P. T. A. committee have called a special meeting to be held at the schoolhouse Friday afternoon, October 31, at 3:15, to consider the children's playground proposition. All interested are urged to be present.

ENJOYABLE EVENING

Mr. and Mrs. Kirk Smith (ye Editor and Katherine) and Mrs. Katherine J. Mossholder of San Diego, were entertained at dinner last Monday by Mr. and Mrs. A. B. Gordon at their beautiful home on Thirtieth street, in San Diego.

SNYDER-AMUNDSON

A marriage license was issued this week to Claude Snyder and Grace G. Amundson, both of Ocean Beach.

All Fall In Line

MARCH OF ALLEGIANCE

AND SUNDAY SCHOOL PARADE AT OCEAN BEACH

Come all ye women of Beach and show your colors by joining in this march on Saturday, November 1st. The P. T. A., the Talent Club, W. C. T. U. and other organizations will carry banners with name, and each a flag, or any other colors used in organization.

Superintendents and teachers of Sunday Schools are invited with classes. Each school to march in groups with name on banner and both large and small flags.

Did we hear someone say a "Woman Parade?"

Yes, who has a better right to show her colors than a woman?

Boy Scouts, newsboys, and in fact everyone interested is invited to march, not "Through Georgia," but through the main streets of Ocean Beach.

Watch "The Beach News" for further notice of time and starting point.

THE NEWPORT SHOPPE

Just arrived a new selection of Fall HOUSE DRESSES, cut full and very attractive. Come and look them over.

FINE RESIDENCE BOUGHT

Mr. and Mrs. Bert Haslam have purchased from R. C. Woods the handsome five-room house at 4822 West Point Loma boulevard, where the family will reside in the future. The house is well situated and commands a fine view of Mission Bay.

HERE FROM BUFFALO

Mr. and Mrs. Charles Shirley, of Buffalo, have taken apartments in Fern Court on Narragansett avenue for the winter, and there's every likelihood that they will become permanent residents here.

BACK FROM OREGON

Mr. and Mrs. S. J. Sellers, who formerly resided on Coronado avenue at Bacon street, have returned to Ocean Beach after spending a year and a half in Oregon, living in Madra and Pendleton.

ENTERTAINS WITH DINNER

Mr. and Mrs. Penney of 4953 Saratoga avenue entertained at dinner last Sunday for Mr. and Mrs. Jack Gimble, who have returned from the Philippine Islands where Mr. Gimble was in the air service for three years.

NEWLY WEDS VISITORS

Mr. and Mrs. Albert Riley, newly weds of Los Angeles, arrived in Ocean Beach last Monday night and left yesterday for Pasadena, where they will make their permanent home. Mrs. Riley is the daughter of Mr. and Mrs. Carl Brenner of 4960 Narragansett avenue.

Mrs. E. W. Grenwalt, of the Newport Shoppe, has been very ill during the past week with a severe cold. She is still confined to her bed and her many friends sincerely hope for her speedy recovery.

George Brenner, son of Mr. and Mrs. Carl Brenner, returned from his coast-to-coast trip last Tuesday and will reside here with his parents.

Mr. and Mrs. Arthur Ostend and Arthur, Jr., arrived from Seattle this week and are residing at 4824 Coronado avenue.

Little "Jack" Humason is gradually recovering from a bad cold attack, attended with high fever.

A son was born last Friday to Mr. and Mrs. Matthew Hammond of 1554 Cable street.

Mr. and Mrs. Carl Brenner left yesterday to spend the week-end at El Centro.

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

DEMISE OF C. F. MILLER

Mr. C. F. Miller, who lived at 5075 Saratoga avenue, passed away Thursday morning at 4 o'clock. Mr. Miller suffered a paralytic stroke about six years ago and had been ailing ever since. Last Sunday his condition took a turn for the worse until the end came, his devoted wife being in constant attendance upon him. Mr. Miller was 71 years old and a life member of the Masonic fraternity.

The deceased was a native of New York and is survived by his widow, Amelia A. Miller, and two daughters, Amy Foster of Ocean Beach, and Mrs. Hattie N. Ward of San Diego. Funeral services will take place tomorrow (Saturday) at Merkley's undertaking parlors, San Diego, under the auspices of Blackmer Lodge, 442, F. & A. M. Cremation.

LOS ANGELES—Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

Residence Phone Point Loma 16 Office Phone Point Loma 72-J

Dr. F. J. Ratty

PHYSICIAN and SURGEON

Res., 4820 Cape May Avenue

Office, 5024 Newport Ave.



O. B. Cleaners

R. D. CRAPO, Prop.

Cleaning Dyeing Pressing

1928 Bacon St.

Phone Point Loma 30-J

PASSMORE'S PLAYTHINGS

THE NEW 1925 LINE OF JUVENILE AUTOS ARE HERE

And also the Lloyd Doll Buggies, Columbia Tricycles and Scooters will be found in our basement salesroom. Visitors are always welcome.

PASSMORE'S

BIRD AND TOY STORE
Sixth at B., Opposite New Commonwealth Bldg.

San Diego's All-Year-Round TOYLAND

No matter who or what you are or may become, you owe it to yourself and to your family to secure

LIFE—ACCIDENT—HEALTH

INSURANCE

MUTUAL LIFE INSURANCE COMPANY
Of New York

SAN DIEGO BRANCH

308 Watts Building.

Chas. Shields

Assistant District Supt.

Phone 643-72

SAN DIEGO

Army and Navy Academy

Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating

THOROUGH MILITARY

INSTRUCTION

CHRISTIAN INFLUENCES

LAND AND AQUATIC SPORTS

ENTIRE YEAR

Located on Ocean

Phone, Pacific Beach 172

COL. THOS. A. DAVIS, Pres.

if it's in the line of PRINTING

From a Visiting Card to a Poster.

We Can Satisfy You With Quality, Quantity and Service

JOB PRINTING DEPT.

The Beach News

Phone Point Loma 17

4829 Saratoga Avenue,

Ocean Beach, California

Classified ads. get quick results

OCEAN THEATRE

SATURDAY
"THE ETERNAL STRUGGLE"
with
Barbara Lamarr, Earl Williams,
and many others
Admission 15c and 20c

SUNDAY
"THE CLEAN UP"
A Big Special Cast
Also
"THE TELEPHONE GIRL"
News and Comedy
At Regular Prices

WED. and THURS.
Zane Grey's most famous story,
in natural colors, "The Wanderer
of the Wasteland."
DON'T MISS IT
Admission Children 15c, Adults 30
Come Early—Show Starts at 7:15
Always a Good Comedy

SUDS AND DUDS
of the
POINT LOMA
LAUNDRY

GOOD WORK
Duds says that Mrs.
Duds is right...
In saying Suds is
"honor bright"
POINT LOMA LAUNDRY
Phone, Point Loma 378.
LAUNDRY CALLED FOR
AND DELIVERED.
IF IT'S LAUNDRY WORK,
WE DO IT!
—Wet Wash, Rough Dry,
Semi-Finish and Finish Work—

OCEAN BEACH
Merry-Go-Round

Open Thursday and Saturday
evenings and Sunday afternoons.
Young and Old, Rich and Poor,
All ride at same price, 5c each.

T. J. ELLIS
Painting Contractor
Carpentering

ESTIMATES FREE
4620 BRIGHTON AVENUE
Box 1061 Ocean Beach, Calif.

E. K. BURDETTE
PLUMBING

Contracting, Estimating, Jobbing
2005 Bacon St. Ocean Beach.

IF YOU HAVE
HOUSES
For Rent

Classified Ads Get Quick Results.
WE CIRCULATE

Don't Watch Mission and
Ocean Beaches Grow—
Grow With Them!

Read the "LOMA LORE" series
in The Beach News every week for
interesting historical facts, told
most entertainingly by Winifred
Davidson.

In order to insure prompt and
proper publication of news notices
of all societies, lodges, associations
and other like gatherings, the chair-
man, secretary or head of such bodies
are respectfully requested to send
their news items direct to THE
BEACH NEWS office on or before
Thursday noon of each week.

THE BEACH NEWS

AN INDEPENDENT PAPER
Promoting the Progress of the Beach
Sections of San Diego and the
Entire Point Loma Peninsula.
PUBLISHED EVERY FRIDAY
4829 Saratoga Avenue
Ocean Beach, California
Phone Point Loma 17

KIRK SMITH Editor-Owner
KATHERINE SMITH Sec'y.-Treas.

Legalized as an Official San Diego
City and County Newspaper

Subscription Price, \$1.00 a Year
IN ADVANCE
Single Copies 5 Cents
Advertising Rates Upon Application
Classified, Transient, Political
and Discount Ads
PAYABLE IN ADVANCE

LOCAL READERS—Fifteen cents a
line, averaging five words to line.
CLASSIFIED ADS—Ten cents per
line, averaging five words to line.

"Entered as second-class matter Decem-
ber 1, 1922, at the Postoffice at Ocean Beach,
California, under the Act of March 3, 1879."

FRIDAY, October 24, 1924

A LEGAL NEWSPAPER

News contributors and advertising
patrons will please take notice that
the forms of The Beach News close
at noon every Thursday and will
greatly oblige by submitting their
favors accordingly. Write on one
side of the paper only.



EDITORIAL

GEORGIA AND CALIFORNIA

There are some outstanding facts
about the California Water and Pow-
er Act which the voters of the State
should remember.

It is the same act, word for word,
as the one defeated two years ago.

It provides for the same 500 mil-
lion in bonds to be raised by taxes.

It provides for the same Water and
Power Board of five politicians with
power to hire and fire without civil
service.

It provides that special taxes can
be raised to pay interest or to make
up losses.

It provides that the Board can
make its own rates without any check
by the Railroad Commission.

It was beaten two years ago by a
majority of 354,000 and if the voters
of California are on guard again as
they were two years ago, it will be
beaten worse this year.

It may be interesting for Califor-
nia voters to know that down in
Georgia last July the legislature af-
ter exhaustive hearings and a five
year campaign, rejected two public
ownership bills similar to the one be-
fore the California voters, by a vote
of 12 to 1.

Decisive decisions such as this
against state socialism in California
would do more to draw the investor,
industries and home seekers to the
state than all the California booster
advertising that could be run in the
next ten years.

Vote NO on No. 16 on the ballot
at the November election.

CONSTANT ADVERTISING

GETS THE TRADE

Trying to do business without ad-
vertising is like winking at a girl in
the dark. There is more truth than
poetry in the following verses by
Charles Lane in "The Palisadian":

Why and Wherefore

One step won't take you very far,
you've got to keep on walking;
One word won't tell folk who you are,
you've got to keep on talking.
One inch won't make you very tall,
you've got to keep on growing;
One little ad won't do it all, you've
got to keep them going.

Because

A constant drop of water wears away
the hardest stone,
The constant gnawing towser masti-
cates the toughest bone,
The constant cooing lover carries off
the blushing maid,
And the constant advertiser is the
one that gets the trade.

WE CIRCULATE



FABER'S Ocean Beach Grocery

5008 Newport avenue Phone Pt. Loma 48

Faber's Little Cash Grocery

5021 Newport Ave. Pt. Loma 129

Faber's Cash & Carry No. 3

2119 Bacon St. Phone Pt. Loma 245

FABER'S Cash & Carry No. 4, Mission Beach

WHY TRADE ELSEWHERE
WE CARRY THE BEST AND SELL THE CHEAPEST
TRADE AT HOME AND SAVE MONEY

Gas Is Paid For
After Use

GAS HEATING service for your home makes
it unnecessary to lay in a supply of fuel in advance.
And you pay for it after it is used --- not before.

GAS HEAT is convenient and economical ---
there is no fuel to store or handle, and no ashes
to dispose of later.

Commercial Department

San Diego Consolidated Gas and Electric Co.

857 Sixth

MAIN 64

Bylesby Engineering and
Management Corporation

STRAIGHT TALKS
WITH AUNT EMMY

ON NOT GETTING FLATTERED

"Somehow, Aunt Emmy, it scares
me when I read of all the ways people
lose their money in fake stock and
bond transactions. How can you
know who is honest and what stocks
and bonds are safe to buy?" queried
Jane.

"It is easy enough if people only
wouldn't be so impatient," replied
Aunt Emmy. "There is never any
need for haste in investing. It's far
better to take a little time to find out
the character of the securities offered
and of the person offering them. The
buying of securities was greatly stimu-
lated by the Liberty Loans. Before
Uncle Sam offered Liberty bonds only
about 300,000 people in the United
States owned securities. Now mil-
lions of people are buying stocks and
bonds."

"Of course the unscrupulous securi-
ty vendors have taken advantage of
the public's new education in invest-
ments. All sorts of bad and question-
able securities are being offered for
sale. Naturally the majority of the
people are not rich, so when a man
sets out to sell bonds or stocks
through the country he must be pre-
pared to sell in small quantities.
'Baby bonds,' \$100 bonds, that is, are
popular. If the baby bonds are sound
they are as good an investment as
any. But before you buy bonds of
any kind get good advice."

"Be especially careful about door-
step salesmen. A bond house that
floods the country with salesmen is
put to great expense. They can't send
salesmen all over the United States
for nothing, so when a salesman comes
to sell you bonds it is important to
investigate the quality of the bond he is
selling. Your bank will give informa-
tion about investment houses and in-
vestments, and if you follow the
bank's advice you will not lose your
money."

"Another thing to be looked upon
with suspicion," continued Aunt Em-
my, "is the man who tries to sell you
securities over the telephone. Such
men will call up some woman living
in the country and say they are call-
ing at the suggestion of a friend."

Phone or send your orders for
PRINTING, from the smallest card
to a poster, to The Beach News, for
service and satisfaction.

Don't Miss "LOMA LORE" series

They suggest that she buy such and
such a bond that is selling at such and
such a price. They ask the woman to
hold the wire a moment, then say the
price of the bond has gone up a point.
Of course these men always call on the
long distance 'phone from some large
city. Poor little Mrs. Backwoods is so
thrilled at this touch with the great
world of finance that she buys the
bond, only to find out her error later.
It's a safe bet that she wouldn't buy
sheets and pillow cases over the
'phone from a perfect stranger, but
bonds, yes!"

"I see, Aunt," said Jane. "you
should always know whom you're
dealing with and not get excited and
rush into anything just because it
sounds flattering and thrilling."

"Exactly," said Aunt Emmy.—Anne
B. Ayres.

ADVOCATE SEED CORN TEST

The Iowa Bankers Association sent
out a bulletin to its members urging
the bankers to have the farmer test
his seed corn this year because of the
heavy damage done to corn last year
by dry rot. Enclosed was a letter
from a farm crops man at Iowa State
College explaining the situation. Germination tests on 32,000 ears of
representative seed corn from all sec-
tions of the state showed that only
about 80 per cent were fit for seed
purposes, the rest being either weak
or dead. "Dry rot is very prevalent in
the seed corn this year and is respon-
sible for the low vitality of a good
deal of seed corn. In a great many
cases ears may look bright and free
from disease but kernels from these
ears will show the presence of dry
rot mold when germinating in the
tester."

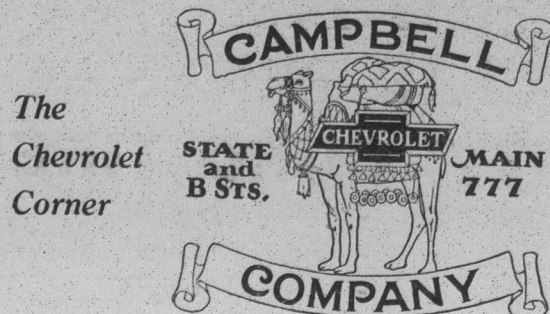
"JIM" HEATH SEEKS

RENEWAL OF HEALTH

AT SANTA CRUZ

The genial and popular "back
country booster," J. H. Heath, has
left his home near Escondido for
Santa Cruz, where he plans a stay
of indefinite length at the home of
his nephew, L. G. Haslam, a business
man of the northern city and former
resident of San Diego. The change
is made in the hope of substantial
benefit to "Jim's" health, and in ex-
pectation that the improvement will
be such as to warrant his return to
San Diego county soon.

The Ladies of the Sacred Heart
Church will hold an ALL-DAY BA-
ZAAR in the building next to Faber's
Grocery, Saturday, Oct. 25, begin-
ning at 10 a. m. They will have the
biggest display ever shown in Ocean
Beach, with lots of fancy work, and
good home cooked foods.



The
Chevrolet
Corner

STATE
and
B STS.
MAIN
777

Where
Service
Counts

CLASSIFIED ADS

ONLY A DIME A LINE
25¢ TERMS CASH
Rates, 10 cents per line, averaging 5
words to a line. No advertisement for
less than 30 cents, all payable in Advance

FOR SALE—Guavas for jelly, 8
cents lb. delivered to your house in
10-lb. lots. Call O. B. Cigar Store,
Pt. Loma 100-W, or notify Fred
Locke.

WANTED—Laundry work to take
home, or will do sewing and mend-
ing. 4741 Orchard ave.

FOR SALE—Real Fiber Baby
Stroller; very reasonable. 4862
Santa Monica ave., Ocean Beach.

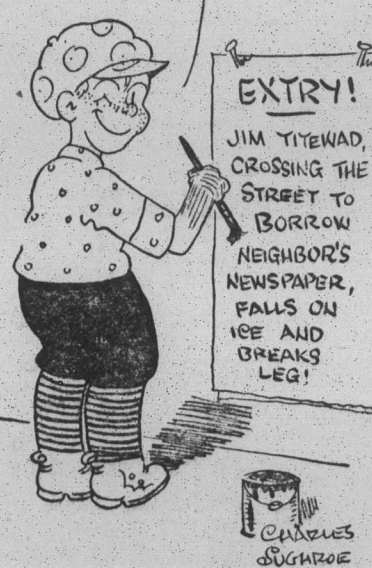
FOR SALE—4-burner gas range;
2 box couches; 1 rug 9x12; 1 rug
6x9; screen cupboard; dining room
table and 4 leather chairs; kitchen
table. 4656 Narragansett ave.; call
mornings.

FOR SALE—\$85 Victor Victrola
for \$25. FROIDE FOTO STUDIO,
opposite P. O.

FOR SALE—Goat's milk; rabbits;
eggs; chickens. "Woodmere," 4729
Cape May ave., Ocean Beach.

MICKIE SAYS—

WUNST THEY WUZ A MAN
WHO WUZ RUINED BY TOO MUCH
ADVERTISING! IT DROVE HIM
INTO BANKRUPTCY! THE
ADVERTISING WUZ DONE BY
THE MAN'S COMPETITOR!
NEP!



Political Adv.

POLITICAL MEETING
GERMANIA HALL

Ninth and G Streets

SUNDAY, Oct. 26, 2:30 p.m.

Hon. R. D. Meagher

Ex-Lord Mayor of
Sydney, Australia,
Will Speak on

LaFollette Measures

Successful in Australia the Last
Forty Years
MR. MEAGHER, former speak-
er of the New South Wales Parli-
ament, has had twenty-nine years
in Australian public life with
LA FOLLETTE LEGISLATION
Come and Bring Your Neighbors

Prosperity!—Feel it, talk it,
know it—Advertise!

FIRE! FIRE!! FIRE!!!

In the event of fire or any
emergency requiring the serv-
ices of the Ocean Beach Fire
Department

Phone 622-44

POLICE! POLICE!!

The Police Station is lo-
cated on Abbott street,
foot of Santa Monica avenue,
and the phone number is
Point Loma 4.

Religious News

CHRISTIAN SCIENCE SOCIETY

1965 Abbott Street, Ocean Beach
Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF
OCEAN BEACH

DeFoe Street at Santa Monica Ave
E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching
at 11 a. m. and 7:30 p. m. Bibl
school at 9:45 a. m. Young People
Union at 6:30 p. m.

Wednesday—Mid-week meeting
for praise, prayer and conference at
7:30 p. m. All are invited to these
meetings.

Sermon topics—11 a. m., "The
Face of Jesus."

7:45 p. m.—"The Story of an In-
dian Massacre." Song by the Meyer
family.

Young People meet at 6:45. All
are invited.

Next Wednesday at 7:45 will be
the monthly covenant and business
meeting of the church.

CATHOLIC CHURCH

Cor. DeFoe St. and Saratoga Ave.
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;
Evening service, 7:30; Sunday
school, 9:30 a. m.

Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at
10:30 a. m.; Sunday school 11:30
a. m.

UNION CONGREGATIONAL
CHURCH

(Corner DeFoe Street and Santa
Monica Avenue)

Sunday School at 9:45 a. m.
Morning worship at 11 o'clock.
Evening service at 7:30 o'clock.

TRINITY MISSION EPISCOPAL

Sutcliffe Bldg., 1955 Abbott Street

Rev. George Wallace, D.D., Pastor.

Sunday school at 9:45 a. m.
Evening service at 11.

CHURCH OF CHRIST

There will be a meeting of the
Church of Christ at the home of Mr.
and Mrs. J. S. Padgett, 4649 Voltair
street, next Sunday afternoon at 3
o'clock All are welcome and visitors
are especially invited to attend the
service.

LEGAL ADVERTISEMENT

Assessment Notice

AGNEW SANITARIUM
Principal place of business, San
Diego, California.

NOTICE is hereby given that at
a meeting of the Directors held on
October 6, 1924, an assessment of
Five Dollars (\$5.00) per share was
levied on the capital stock of the
AGNEW SANITARIUM COMPANY,
a corporation, payable to R. L.
Johnson, assistant secretary, at 420
Union Building, San Diego, Califor-
nia, on October 7, 1924. Any stock
upon which this assessment shall re-
main unpaid on November 10, 1924,
at 7 o'clock P. M. will be delinquent,
advised for sale at public auction
and unless payment is made before,
will be sold on December 1, 1924,
at 7 o'clock P. M. to pay the delin-
quent assessment, together with ad-
vertising costs and expenses of sale.

IDA L. LEE,

San Diego, California.

5t—Oct. 10, 17, 24, 31, Nov. 7.

ABOUT PRINTING PRICES

All job printing by "The Beach
News" carries the Union Label and
all estimates are made in accordance
with the Franklin Price List, our
prices for standard printing being
precisely the same as any Union of-
fice in the city. Quality and service
unexcelled. Give us a trial. Phone
Point Loma 17.

SPEND YOUR DIMES AND
DOLLARS AT HOME

You Can't Beat These REGULAR PRICES on 'UTILITY' CORD TIRES

30x3 1-2	-	\$ 8.00
32x4	-	13.80
33x4	-	14.50

SUNSET GARAGE

1916 Bacon Street
Ocean Beach, Calif.

TURNER B. KLINE

Phone: Point Loma 20-J

Political Adv.

Don't Double Your Taxes

You, the people of the State of California now are bearing a bonded indebtedness of \$452,000,000, more than half as much as the total debt of all the other states in the Union.

On top of this tremendous burden, you are being coaxed to place with your own hands another awful load of half a billion dollars by the advocates of the Water and Power Act.

The same old crowd is trying to force on you the identical scheme for the upbuilding of a far-reaching political machine that you defeated two years ago, two and a half to one.

Every argument that held good against this act two years ago, holds good now. But there is one new argument against it that should be decisive in itself. It is the

Boulder Dam Development

Congress may pass in the near future a bill for Federal construction of a dam on the Colorado River at Boulder Canyon or elsewhere, for flood control, reclamation and power.

San Diego and a large group of Southern California cities stand committed to the Mulholland plan of bringing water to them for domestic use and possibly for irrigation by an aqueduct from the Colorado River.

Why, then, bond the State of California for half a billion dollars for power development, when the Federal Government project will probably provide facilities for generating all the power that can be used in this portion of the State?

Vote NO

on the

Water and Power Act

No. 16

On the Ballot

You Can't Go Wrong

WHEN YOU BUY
BEACH PROPERTY

AT YOUR SERVICE

Kirk Smith

LICENSED REALTY BROKER

Extra Inducements for
EXCLUSIVE LISTINGS

4829 SARATOGA AVENUE
Office of "The Beach News"
Ocean Beach, Calif.
PHONE, POINT LOMA 17

Pick and Purchase From
These Choice Listings

SUNSET CLIFFS section, four lots, one improved with cottage; will divide plot; priced below par; near car line. Big bargain for home seekers or investor. Specially listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

BUSINESS PROPERTY, including buildings; heart of commercial district, near electric car line. Best buy at the beach. If you're looking for a business snap, don't miss this. Specially listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

BEAUTIFUL BAY SITE with furnished cottage; lot 50x148 from boulevard to bay; big bargain where values are steadily increasing; only \$3,000 with special terms. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

FOUR LOTS, centrally located; house on one lot; owner will sell whole parcel or divide in pairs; priced way down; ask about this splendid offering. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

SIX LOTS, with cosy cottage, garage; chicken runs; bearing fruit trees, rich garden; wonderful chance for couple to combine business with beach home; only \$6,000; good terms. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

GOOD-PAYING BUSINESS, worth \$1000, will sacrifice for \$650; owner called east; long lease, fair rental. Bargain for quick buyer. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

FOUR LOTS—Finely situated in central addition La Jolla; 100x160; between three streets; \$1,200; splendid investment. Exclusively listed with Kirk Smith, licensed realty broker, office of "The Beach News."

TOP OF THE CREST, corner lot, billion dollar view for just an even \$1000; just suited for square artistic residence; on market for short time only. Exclusively listed with KIRK SMITH, Licensed REALTY Broker, office of "The Beach News."

INCOME PROPERTY—Three furnished cottages on two lots, 50x140; centrally located in Ocean Beach; double garage; total rentals, \$85 monthly; \$7000, good terms. Exclusively listed for short time only with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

NEW MODERN HOUSE, 4 rooms and bath; built-in features, lot 25x100; central, near main boulevard; exceptional bargain for cash, or will exchange for lots and cash difference. Splendid investment proposition. Specially listed with KIRK SMITH, licensed realty broker, office of "The Beach News."

FINE HOME, lot 50x140, bearing fruit trees, splendid view, \$5,000. Reasonable terms. Exclusively listed with KIRK SMITH, licensed realty broker, office of "The Beach News."

HERE'S A GREAT BUY—Four fine lots, concrete foundation on one ready for building house; big bargain, owner needs cash. Specially listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

TEN PERCENT down on \$3000 bargain, one of finest locations at beach. Must be seen to be appreciated. Specially listed with KIRK SMITH, licensed realty broker, office of "The Beach News."

TWO LOTS, on the crest, 80x100, priced way down, good terms, surrounding values steadily increasing. Specially listed with KIRK SMITH, Licensed REALTY Broker, office of "The Beach News."

MISSION BEACH Bath-House

Now Under Construction

Costing \$450,000

Is the First Unit in the Improvement of the
MISSION BEACH AMUSEMENT CENTRE

**LOTS as low as \$400 on the Easiest Terms
ever made on Residential Beach Property**

The increasing number of HOMES being built at MISSION BEACH attests the popularity of California's most desirable resort.

For further information call at **GENERAL SALES OFFICE**
101 Broadway or Tract Office, Mission Beach
Sales Agents: **GEORGE L. BARNEY — T. A. RIFE**

KEEPING WELL

**WHY NOT HAVE
CHEERFUL ROOMS?**

DR. FREDERICK R. GREEN
Editor of "HEALTH"

MOST of us think of health as simply the absence of disease. This is only the negative side. Real health is much more than not being sick.

Health in its broadest sense means perfect harmony between the individual and his surroundings.

Few of us realize that everything with which we come in contact has a favorable or unfavorable effect on our body and our mind.

At first thought there would seem to be little connection between interior decorations and health, yet the surroundings in which we live and work have much influence, favorable or unfavorable, on our mental and bodily condition.

Too little attention has been paid to the importance of cheerful and healthful workrooms, offices and living rooms.

Unpainted walls, whether of plaster or of wood, absorb moisture and are consequently a breeding place for various kinds of germs. If the walls are papered, the paper itself, together with the paste, furnishes an additional breeding place for germs and a lodging place for dust.

Cold water paints, that is, paints which are dissolved in cold water, such as calomine, whitewash, etc., are not durable and walls painted with them cannot be washed.

The best coating is a good oil paint, which, on drying, forms a hard, smooth, nonabsorbing surface, which can be easily cleaned.

Color is also important.

Dark greens and blues in a wall coating absorb much light; consequently a greater amount of illumination is needed for such rooms. Yellows, buffs, light tans and grays do not absorb so much light. On the contrary, they reflect it and, consequently, increase the light in the room.

The colors in which a room is decorated affect the mental conditions of its occupants. Greens and blues are depressing, while yellows and tans are stimulating. You are happier, more cheerful and more energetic in a room that is light, airy, spacious and clean than you are in a room that is dark and musty.

The rooms in which you are going to live and work might just as well be pleasant and cheerful as disagreeable and uncomfortable. Other things being equal, the happier you are the healthier you will be and the better able to resist disease.

(© 1924, Western Newspaper Union.)

HOSPITALITY DAY

CELEBRATED BY LEAGUE OF
WOMEN WRITERS

An interesting program was given in celebration of Hospitality day by the League of American Pen Women, yesterday afternoon at the art lecture hall in the California building, Balboa park.

Mrs. Mary B. Steyle, who recently returned from an extended visit to Washington, D. C., spoke on "Ideals and Scope of the National Organization."

Mrs. Winifred Davidson, formerly president of the National American Literary association, read most entertainingly from her Point Loma sonnets which have appeared from time to time in "The Beach News" and which are included in the twelfth annual issue of William Stanley Braithwaite's "Anthology of American Magazine Verse, 1923-1924."

A TOUCHING LITTLE BALLAD

(Selected)
If a body trust a body,
And fail to get prompt pay;
May a body ask a body,
Please remit today!

Keep Advertising, And Advertising Will Keep You!

Ocean Beach Lumber Co. W. H. RABSAHL, Manager
Phone, Pt. Loma 40-J

THE RAINS ARE COMING!

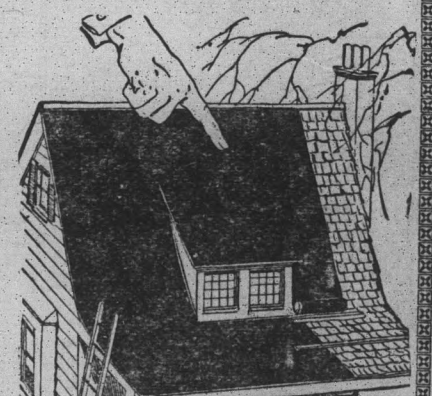
PREPARE FOR THEM NOW!
Fix up that Roof Before it Is Too Late. Don't Put It Off!

Another day it may mean ruining of your house and furnishings. We are in a position to offer you most any kind of roofing material.

We have in stock at our warehouse and yard a complete line of Pioneer and Paraffine Roofings, Cedar and Redwood Shingles—also Pioneer Slate Shingles.

Come and see us or we will send a representative to your home.

Estimates Cheerfully Given



We also carry a complete line of building material of all kinds. See us before you build.



CECIL O. CARL

ELECTRICAL CONTRACTOR

5050 Newport Avenue

Phone, Point Loma 49.

Res. Phone Pt. Loma 36

Wiring—Fixtures—Motors

All work guaranteed

RADIO Outfits a Specialty

"If it's Electrical, see Cecil"

Get our prices on PAINT.

H. H. REID & SON

Paints, Hardware and
Household Supplies

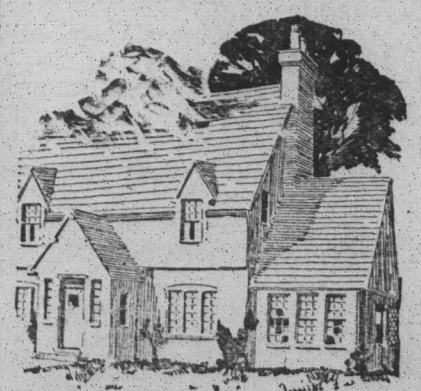
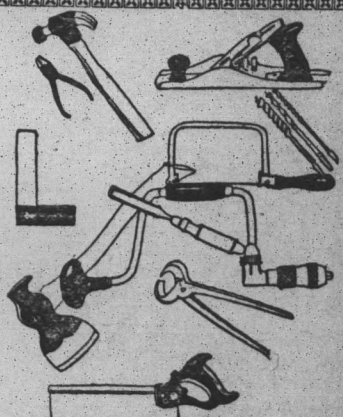
NEW MAIL BOXES

Just Arrived

**STANLEY 4-SQUARE
HOUSEHOLD TOOLS**

5050 Newport Avenue

Phone: Point Loma 49



GEO. FINLEY

BUILDING
CONTRACTOR

Best Workmanship

Satisfactory Service

Estimates Furnished

4845 NARRAGANSETT AVE.

Phone Point Loma 103 W.

The Maine Garage

5040 Newport Avenue
Ocean Beach, Calif.
PHONE POINT LOMA 382

Branch Depot
UNION
ICE
Company

Dancing Every Night and Sunday Afternoon—Except Monday
**BENBOUGH'S
OCEAN BEACH DANCE PAVILION**

YES! WE CAN DO

all kinds of
PRINTING